

ORDER



Orders
Order / Rev: 53160
Alt Order #:
Product Desc: ESTIMATE 11756
Estimate: 11756
Flight Dates: 09/04/12 - 09/09/12
Original Date / Rev: 08/29/12 / 08/30/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	34	\$6,775.00	\$5,758.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$6,775.00	\$5,758.75	0.00
Totals	34	\$6,775.00	\$5,758.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	09/05/12	09/07/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	--111--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--111--		3				\$50.00		0.00			
N 2	KTVX	09/04/12	09/07/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	-1-11--	:30	3	\$95.00	P-3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-1-11--		3				\$95.00		0.00			
N 3	KTVX	09/04/12	09/06/12	Good Morning America GMA 7a-9a	CM	7a-9a	-111---	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-111---		3				\$130.00		0.00			
N 4	KTVX	09/07/12	09/07/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1				\$125.00		0.00			
N 5	KTVX	09/04/12	09/06/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	-111---	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-111---		3				\$250.00		0.00			
N 6	KTVX	09/04/12	09/07/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	-11-1--	:30	3	\$165.00	P-3	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-11-1--		3				\$165.00		0.00			

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 Flight Dates: 09/04/12 - 09/09/12

Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11756
 Estimate: 11756

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTVX	09/05/12	09/07/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	--111--	:30	3	\$165.00	P-3	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--111--		3				\$165.00		0.00			
N 8	KTVX	09/04/12	09/07/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	-1111--	:30	4	\$165.00	P-3	0.00	NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1111--		4				\$165.00		0.00			
N 9	KTVX	09/04/12	09/07/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	-1111--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1111--		4				\$200.00		0.00			
N 10	KTVX	09/04/12	09/04/12	M-F 630p-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----		1				\$400.00		0.00			
N 11	KTVX	09/04/12	09/07/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	-11-1--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-11-1--		3				\$400.00		0.00			
N 12	KTVX	09/08/12	09/08/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$325.00		0.00			
N 13	KTVX	09/09/12	09/09/12	ABC4 News at 10pm SuCM Su 10p-1030p		10p-1030p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$500.00		0.00			
N 14	KTVX	09/06/12	09/06/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$200.00		0.00			
													Totals	34	\$6,775.00